

Station WKRC-TV CINCINNATI, OH  
 Advertiser ( ) POLITICAL  
 Product RNC-ROMNEY  
 Estimate# 15  
 Buyer STEPHANIE KINCAID  
 Phone#  
 Fax#  
 Agency ( ) AMERICAN RAMBLER PRODUCTION  
 138 CONANT ST  
 BEVERLY, MA 01915  
 Agency C/P1/P2/E //15  
 Flight Dates 08/04/2012 - 08/10/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) ALEXANDRA BRADLEY  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW POLITICAL ORDER - PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	430P-5P	NEWS	:60	\$2,200.00	08/06-08/10	2	1	2	\$4,400.00	
	2	M-F	5P-530P	NEWS	:60	\$2,400.00	08/06-08/10	3	1	3	\$7,200.00	
	3	M-F	530P-6P	NEWS	:60	\$2,800.00	08/06-08/10	3	1	3	\$8,400.00	
	4	M-F	6P-630P	NEWS	:60	\$3,000.00	08/06-08/10	3	1	3	\$9,000.00	
	5	SA	6P-630P	NEWS	:60	\$800.00	08/04-08/04	1	1	1	\$800.00	
	6	SU	630P-7P	NEWS	:60	\$1,200.00	08/05-08/05	1	1	1	\$1,200.00	

---REPORT TOTALS---

Report Totals: 13 / \$31,000.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$31,000.00

Sales Totals: 13 / \$31,000.00

Rep Order# 9782574 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/03/2012 11:01 AM  
Last Received: 08/03/2012 10:46 AM  
Showing Buylines: All Lines

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Station Totals: 13 / \$31,000.00  
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$58,491	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPQ 45%
		WKRC 53%	WLWT 2%	WSTR 0%	WXIX 0%	

---COMPETITIVE COMMENTS---

WKRC = 31000  
WCPC = 26050  
WLWT = 1100  
TTL = 58150

Books null  
Demos RA35+

Spot Manager: All, 08/04/12-08/10/12



Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Estimate #	Spot #	AE
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Advertiser: Republican National Committee Romney

Agency: American Rambler Pro

Station: WKRC-TV

Order: 47093

Line: 1

08/09/12	Thursday		1:00	\$2,200.00 P-2	4p Local 12 News at Four	(4:30:00 PM-5:00 RNC-ROMNEY	15	2 MWASI		2
08/07/12	Tuesday		1:00	\$2,200.00 P-2	4p Local 12 News at Four	(4:30:00 PM-5:00 RNC-ROMNEY	15	1 MWASI		

Line: 2

08/07/12	Tuesday	5:27:40 PM	1:00	\$2,400.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 RNC-ROMNEY	15	2 MWASI		
08/06/12	Monday		1:00	\$2,400.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 RNC-ROMNEY	15	3 MWASI		
08/09/12	Thursday		1:00	\$2,400.00 P-2	5p Local 12 News at Five	(5:00:00 PM-5:30 RNC-ROMNEY	15	1 MWASI		3

Line: 3

08/07/12	Tuesday	5:48:48 PM	1:00	\$2,800.00 P-2	5p Local 12 News at Five	(5:30:00 PM-6:00 RNC-ROMNEY	15	2 MWASI		
08/06/12	Monday		1:00	\$2,800.00 P-2	5p Local 12 News at Five	(5:30:00 PM-6:00 RNC-ROMNEY	15	1 MWASI		
08/09/12	Thursday		1:00	\$2,800.00 P-2	5p Local 12 News at Five	(5:30:00 PM-6:00 RNC-ROMNEY	15	3 MWASI		3

Line: 4

08/09/12	Thursday		1:00	\$3,000.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM RNC-ROMNEY	15	1 MWASI		
08/07/12	Tuesday		1:00	\$3,000.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM RNC-ROMNEY	15	2 MWASI		
08/06/12	Monday	6:12:23 PM	1:00	\$3,000.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM RNC-ROMNEY	15	3 MWASI		3

Line: 5

08/04/12	Saturday	6:22:55 PM	1:00	\$800.00 P-3	6pm Local 12 News Sat	6:00 PM-6:30 PM RNC-ROMNEY	15	1 MWASI		1
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Line: 6

08/05/12	Sunday	6:47:00 PM	1:00	\$1,200.00 P-3	630p Local 12 News Sun	6:30 PM-7:00 PM RNC-ROMNEY	15	1 MWASI		
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				\$1,200.00						1
				\$31,000.00						13
				\$31,000.00						13
				\$31,000.00						13
				\$31,000.00						13
				\$31,000.00						13
				\$31,000.00						13

[Filtered by: ] [Sorted by: Station]